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THE FIELD SALES MANAGER: A MANUAL OF PRACTICE (CLASSIC REPRINT) (PAPERBACK)



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Forgotten Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from The Field Sales Manager: A Manual of Practice The job of a manager, it has been said, is to get things done through the efforts of other people, and this definition has helped to shape the contents of this volume. There are, after all, many things that a field sales manager is called upon to do which do not directly involve the management of people. Some field sales managers, for example, are responsible for maintaining one or more field warehouses, and many field sales managers are responsible for a certain amount (sometimes a very great amount) of personal selling. Except to the extent that such activities are related to the central task of getting things done through the efforts of other people, however, they are not discussed in this volume. For all of the similarities that exist between the responsibilities and problems of the field sales manager and those of his counterparts in other areas of the company's operations, the fact remains that the field sales manager is confronted with a number of special, if not in fact unique, problems resulting from the peculiar nature of the sales function. There are, in short, some very real differences between the management of salesmen in the field and the management of workers on a production line or in an office. (if there were not, there would be no need for such a book as this, for there are many excellent texts on management and supervision in general.) Some of these differences have to do with the remoteness of the field sales manager from company headquarters; others with the special characteristics of the salesman as a personality type; still others with the...



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